

EXPRESS MAIL NO. EL746147085US

CLAIMS

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- 5 1. A method at an online store to target advertisement to be sent along with encrypted digital content, the method comprising the steps of:

 determining a credit card clearing address of an end user device using an address verification system, wherein an end user sends a request via the end user device for the delivery of encrypted digital content; and

 associating one or more pieces of advertisement with the encrypted digital content if the address verification system returns an address in a predetermined geographic region.

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- 15 2. The method according to claim 1, wherein the step of associating the one or more pieces of advertisement includes associating advertisement with the encrypted digital content if the address verification system returns an address in a predetermined geographic region and one or more usage conditions for the encrypted digital content authorizes the advertisement to be associated with the geographical region of the end user device requesting the encrypted digital content.

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- 20 3. The method according to claim 1, further comprising the steps of:

 determining an IP address of the end user device requesting delivery of the encrypted digital content, and wherein the step of associating the one or more pieces of advertisement includes associating advertisement with the encrypted digital content if the address verification system returns an address in a predetermined geographic region or if the IP address of the end user device is in a predetermined geographic region.

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4. The method according to claim 1, further comprising the steps of:

determining an IP address of the end user device requesting delivery of the encrypted digital content, and wherein the step of associating the one or more pieces of advertisement includes associating advertisement with the encrypted digital content if the address verification system returns an address in a predetermined geographic region and if the IP address of the end user device is in a predetermined geographic region.

5. The method according to claim 3, wherein the step of determining an IP address of the end user device includes at least one of the following sub-steps:

querying one or more IP addresses in IP databases provided by third parties;

checking one or more country codes found in the trace routes to the IP address being determined; and

using preassigned country allocations for class C IP addresses.

- 15 6. The method according to claim 4, wherein the step of determining an IP address of the end user device includes computing a confidence for the IP address comprising the sub-steps of:

querying the IP address; and

checking one or more country codes found in the trace routes;

wherein after the confidence of is computed, the confidence is determined against other IP addresses returned for the geographic region being determined.

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7. A method at a content authoring site for setting one or more geographic usage conditions for advertisement to be sent along with encrypted digital content, the method comprising the steps of:
- receiving a geographic region for presenting advertisement associated with encrypted digital content;
- setting one or more conditions for the advertisement associated with the digital content, wherein the conditions are selected from a group of conditions consisting of a time period when the advertisement is presented, the number of times the advertisement is presented, whether the printing of coupons and other offers is permitted, and whether the sending of advertisement from the end user device receiving the advertisement to another end user device is permitted;
- determining a credit card clearing address of the end user using an address verification system, wherein an end user sends a request via the end user device for the delivery of encrypted digital content; and
- associating one or more pieces of advertisement with the encrypted digital content if the address verification system returns an address in a predetermined geographic region.

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8. A method at an online store to target advertisement to be sent along with encrypted digital content, the method comprising the steps of:

determining an IP address of an end user device requesting delivery of the encrypted digital content by performing the sub-steps of:

querying one or more IP addresses in IP databases provided by third parties;

checking one or more country codes found in the trace routes to the IP address being determined; and

using preassigned country allocations for class C IP addresses; and

associating one or more pieces of advertisement with the encrypted digital content if the IP address of the end user device is in a predetermined geographic region.

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9. A computer readable medium containing programming instructions for an online store to target advertisement to be sent along with encrypted digital content, the programming instruction comprising:

determining an IP address of an end user device requesting delivery of an encrypted digital content by performing:

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querying one or more IP addresses in IP databases provided by third parties;

checking one or more country codes found in the trace routes to the IP address being determined; and

using preassigned country allocations for class C IP addresses; and

associating one or more pieces of advertisement with the encrypted digital content if the IP address of the end user device is in a predetermined geographic region.

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10. The computer readable medium of claim 9, wherein the programming instruction of associating the one or more pieces of advertisement includes associating advertisement with the encrypted digital content if the IP address of the end user device returns an address in a predetermined geographic region and one or more usage conditions for the encrypted digital content authorizes the advertisement to be associated with the geographical region of the end user device requesting the encrypted digital content.

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11. The computer readable medium of claim 9, further comprising the instruction of:
determining a credit card clearing address of the end user using an address verification system,
wherein an end user sends a request via the end user device for the delivery of encrypted digital
content; and

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wherein the programming instruction of determining an IP address of the end user device requesting
delivery of the encrypted digital content, and wherein the programming instruction of associating the
one or more pieces of advertisement includes associating advertisement with the encrypted digital
content if the IP address is in a predetermined geographic region or if the address verification system
returns an the IP address of the end user device is in a predetermined geographic region.

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12. The computer readable medium of claim 9, further comprising the instruction of:

determining a credit card clearing address of the end user using an address verification system,
wherein an end user sends a request via the end user device for the delivery of encrypted digital
content; and

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wherein the programming instruction of determining an IP address of the end user device requesting
delivery of the encrypted digital content, and wherein the programming instruction of associating the
one or more pieces of advertisement includes associating advertisement with the encrypted digital
content if the IP address is in a predetermined geographic region and if the address verification system
returns an the IP address of the end user device is in a predetermined geographic region.

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13. A computer readable medium containing programming instruction for authoring content at an content authoring site for setting one or more geographic usage conditions for advertisement to be sent along with encrypted digital content, the instructions comprising:

5 receiving a geographic region for presenting advertisement associated with encrypted digital content;

10 setting on or more conditions for the advertisement associated with the digital content, wherein the conditions are selected from a group of conditions consisting of a time period when the advertisement is presented, the number of times the advertisement is presented, whether the printing of coupons and other offers is permitted, and whether the sending of advertisement from the end user device receiving the advertisement to another end user device is permitted;

15 determining a credit card clearing address of the end user using an address verification system, wherein an end user sends a request via the end user device for the delivery of encrypted digital content; and

associating one or more pieces of advertisement with the encrypted digital content if the address verification system returns an address in a predetermined geographic region.

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14. An information processing system for hosting an online store to target advertisement to be sent along with encrypted digital content, the system comprising:

an network interface to couple at least one end user device, wherein the end user device requests delivery of encrypted digital content;

5 an address verification system including a means for determining an IP address of the end user device requesting the delivery of encrypted digital content, the address verification system including a mean for querying the IP address of the end user device; and

means for associating one or more pieces of advertisement with the encrypted digital content if the address verification system returns an address in a predetermined geographic region.

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15 15. The information processing system according to claim 14, wherein the means for associating the one or more pieces of advertisement includes associating advertisement with the encrypted digital content if the IP address of the end user device returns an address in a predetermined geographic region and one or more usage conditions for the encrypted digital content authorizes the advertisement to be associated with the geographical region of the end user device requesting the encrypted digital content.

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20 16. The information processing system according to claim 14, wherein the means for associating the one or more pieces of advertisement includes associating advertisement with the encrypted digital content if the IP address of the end user device returns an address in a predetermined geographic region and one or more usage conditions for the encrypted digital content authorizes the advertisement to be associated with the geographical region of the end user device requesting the encrypted digital content.

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17. An information processing system for authoring content and for setting one or more geographic usage conditions for advertisement to be sent along with encrypted digital content, the instructions comprising:

means for receiving a geographic region for presenting advertisement associated with encrypted digital content;

means for setting one or more conditions for the advertisement associated with the digital content, wherein the conditions are selected from a group of conditions consisting of a time period when the advertisement is presented, the number of times the advertisement is presented, whether the printing of coupons and other offers is permitted, and whether the sending of advertisement from the end user device receiving the advertisement to another end user device is permitted;

means for determining a credit card clearing address of the end user using an address verification system, wherein an end user sends a request via the end user device for the delivery of encrypted digital content; and

means for associating one or more pieces of advertisement with the encrypted digital content if the address verification system returns an address in a predetermined geographic region.

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